

February 15, 2012

To all members of the House Education Committee,

On behalf of the over 5,000 public school employees from fourteen school districts in Macomb County and two districts in Wayne County represented by MEA/NEA Local 1 and the 6-E Coordinating Council, I am here to testify that we oppose the passage of House Bill 5392 (O'Brien), using public tax dollars to fund cyber school students with the same per-pupil amount as students in public schools.

What is prompting the rush to fund for-profit, privately owned cyber schools in Michigan? The Governor's budget does not fully restore public school funding back to even where it was two years ago. The modest increase of 1% is coupled with many "best practices" strings attached that focuses on making public schools prove that they are achieving measurable, significant student growth in order to qualify for more funding. If this Committee agrees with the Governor's public school budget proposals, then why would the Committee consider diverting millions in scarce public school dollars to fund cyber schools with no proven track record of success when it comes to showing student achievement?

In fact, what we do know about the two current cyber schools in Michigan, the Michigan Virtual Charter Academy and the Michigan Connections Academy, should give this Committee reason enough to not pass House Bill 5392 out of Committee. For example, both cyber schools failed to meet Adequate Yearly Progress. Also, both schools failed to test the required 95 percent of their students, which makes it impossible to assess their performance relative to Michigan public schools. Nationally, no academically serious study exists proving the effectiveness of cyber schools in comparison with public schools. However, it is a fact that although each branch of the United States Armed Forces accepts G.E.D.'s, public high school diplomas, and other forms of academic achievement in order to enlist; no branch of the United States Armed Forces recognizes the validity of a cyber school diploma.

Yet, House Bill 5392 directs the state superintendent to ensure that cyber schools are funded on an equal basis as all Michigan public schools. We don't understand why this committee is seriously considering diverting scarce funds to underwrite a primarily for-profit privately run group of academically unproven cyber schools using public tax dollars.

Therefore, for each member of the committee, I've included in my testimony examples of Budget and Salary/Compensation Transparency Act Reporting from three public schools and from the Michigan Virtual Charter Academy and the Michigan Connections Academy. Two of the public schools, Center Line and Armada, are schools that I represent as President of Local 1. I've also included a sample from Chairman McMillan's district, Rochester Public Schools. All of these schools share one thing in common; they all have extensive detailed lists of all of their schools budgets, expenditures, and all contracts with all of their employees. If this committee wishes to see where taxpayer dollars go for public schools, these documents go into the hundreds of pages and break down every dollar spent in the minutest detail. Many schools, like Rochester, even include Governor Snyder's dashboard data clearly showing student achievement for the district. No dashboard data exists for cyber schools.

However, this Education Committee is now seriously looking at using similar per-student public tax dollars that can run into the millions of dollars to fund cyber schools. Yet, these cyber schools show only three pages of transparency data from the Michigan Virtual Charter Academy and only ONE SINGLE page of reporting from the Michigan Connections Academy. From a business standpoint, how can this be possible? Would Governor Snyder, a wealthy respected businessman, invest millions in a company with only one page of facts that show almost nothing about how the operation runs or how it's funded? What about Michael Milken, the multi-billionaire founder of k12 Learning? Although convicted and jailed in the 1980's as a junk bond Wall Street swindler, Mr. Milken emerged from prison to now be considered one of the most brilliant businessmen in the world. As a multi-billionaire businessman, he has moved from the stock market to also now investing in the business of public education. However, I've never read anything about Mr. Milken that would suggest he would ever invest in a company that only provided one sheet of paper with facts about its operation or had only one sheet of information about how well the company's product (student test scores) does in the real world. What I've read about Mr. Milken is that as a research based strategic investor, he would demand thousands of pages of documents showing the most intimate details about every aspect of a company and the company's performance before investing one dime into that (or any) company. Using Mr. Milken's proven investment strategy; if this committee is willing to fund cyber schools in the same manner as public schools, this committee should demand nothing less than the same hundreds of pages of full Transparency Act documentation equal to that of any other Michigan public school.

To conclude, we believe cyber schools should not be funded with public tax dollars at all.

However, if the committee believes cyber school funding is still an option, then this committee should take the advice of the Michigan Department of Education, and not fund unlimited cyber schools for at least two years until the current cyber schools produce all necessary documentation proving that they are successful operations that are worth the millions of scarce public tax dollars with which they will be funded.

Sincerely,

John Duffy

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& Chairperson, 6-E Coordinating Council
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cell (586) 873-9743

Addendum

1. 2 pages Center Line Schools
2. 2 pages Rochester Schools
3. 2 pages Armada Schools
4. 1 page Michigan Connections Academy
5. 3 pages Michigan Virtual Charter Academy
6. 2 pages K12 Learning information
7. 1 page Public School Mission/Vision statements
8. 2 pages U.S. Military Standards for enlistment

Center Line Public Schools
26400 Arsenal • Center Line, Michigan 48015 • (586) 510-2000

Center Line Public Schools
ADMINISTRATION BUILDING
26400

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Budget and Salary/Compensation



Transparency Reporting

EVENTS

- :: 2/14/2012
Roose PTC Meeting 6:30 pm
- :: 2/14/2012
Peck PTC Meeting 6:30pm
- :: 2/14/2012
Crothers PTC Meeting 7 pm
- :: 2/15/2012
Early Release Day
- :: 2/16/2012
ECC-P.J. and Friends Program
- :: 2/17-2/20
Winter Break

Tuesday, 2/14/2012 34°F Cloudy

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Transparency Reporting

2011 Budget and Salary/Compensation Transparency Reporting

Section 18(2) of the Public Act 94 of 1979. The State School Aid Act, has been amended, which requires each school district and intermediate school district to post certain information on its website within 30 days after a board adopts its annual operating budget or any subsequent revision to that budget. The Annual Budget & Transparency Reporting is an opportunity to communicate with our community on how we utilize the resources that are provided to us.

The following information is required to be posted on our website:

1. The annual operating budget and subsequent budget revisions.
2. Using data that has already been collected and submitted to the Michigan Department of Education (MDE), a summary of district or intermediate district expenditures for the most recent fiscal year for which they are available, expressed in the following two (2) pie charts which were provided for the general fund of the district or intermediate district by the Center for Educational Performance and Information (CEPI):
 - A chart of personnel expenditures broken down into the following subcategories:
 1. Salaries and Wages.
 2. Employee benefit costs, including, but not limited to, medical, dental, vision, life, disability, and long term care benefits.
 3. Retirement benefit costs.
 4. All other personnel costs.
 - A chart of all district expenditures, broken into the following subcategories:
 1. Instruction.
 2. Support Services.
 3. Business and administration.
 4. Operations and Maintenance.
3. Links to all of the following:
 - The current collective bargaining agreement for each bargaining unit.
 - Each health care benefits plan, including, but not limited to, medical, dental, vision, disability, long-term care, or any other type of benefits that would constitute health care services offered to any bargaining unit or employee in the district.
 - The audit report of the audit conducted for the most recent fiscal year for which it is available.
 - Insurance bids required under section 5 of public employee health benefits act, 2007 PA106, MC 124.75.
4. The total salary and a description and cost of each fringe benefit included in the compensation package for the superintendent of the district or intermediate district and for each employee of the district whose salary exceeds \$100,000.
5. The annual amount spent on dues paid to associations.
6. The annual amount spent on lobbying services.

FILES & FOLDERS

- | | |
|---|---|
| Section 1 - Annual Budget Report | Section 3b - Dental CLEA w/ COB |
| Section 2a - Personnel Expenditures | Section 3b - Dental CLEA w/o COB |
| Section 2b - District Expenditures | Section 3b - Health CLAA, CLEA, AFSCME 2722 |
| Section 3a - CLAA Master Agreement | Section 3b - Health AFSCME 3154 |
| Section 3a - CLEA Master Agreement | Section 3b - Life All Coverages |
| Section 3a - AFSCME Local 2722 Master Agreement | Section 3b - LTD All Coverages |
| Section 3a - AFSCME Local 3154 Master Agreement | Section 3b - Optical All Coverages |
| Section 3b - AD&D All Coverages | Section 3b - STD AFSCME Local 2722 |
| Section 3b - Dental AFSCME Local 2722 w/ COB | Section 3c - Audit Report June 30, 2011 |
| Section 3b - Dental AFSCME Local 2722 w/o COB | Section 3d - Insurance Bid Requirement |
| Section 3b - Dental AFSCME Local 3154 w/ COB | Section 4 - Compensation Information |
| Section 3b - Dental AFSCME Local 3154 w/o COB | Section 5 - Association Dues |
| Section 3b - Dental CLAA w/ COB | Section 6 - Lobbying Services |
| Section 3b - Dental CLAA w/o COB | |

**Center Line Public Schools
General Fund Budget
For the Fiscal Years Ending June 30**

Revenue	2010-2011 Final	2011-2012 Preliminary
Local	8,664,528	8,416,296
State	18,479,189	17,751,474
Federal	2,826,223	2,084,381
Incoming Transfers/Other	908,228	830,528
Total Revenues	30,878,168	29,082,679

Expenditures		
Instruction		
Basic Instruction	16,202,529	14,827,190
Added Needs	2,834,074	2,630,475
Total Instruction	19,036,603	17,457,665
Support		
Pupil	2,191,574	2,168,821
Instructional Staff	1,154,183	1,088,362
General Administration	562,922	557,131
School Administration	1,821,029	1,878,062
Business Services	536,844	525,667
Operations and Maintenance	4,134,984	4,075,452
Pupil Transportation	1,003,804	966,761
Central Services	746,988	747,515
Athletics	403,850	410,117
Total Support Services	12,556,178	12,417,888
Community Services	227,109	222,308
Other Uses - Outgoing Transfers & Other	173,112	173,112
Total Expenditures	31,993,002	30,270,973
Excess Revenue/(Expenditures)	(1,114,834)	(1,188,294)
Fund Balance - July 1	2,618,384	1,503,550
Fund Balance - June 30	1,503,550	315,256
Less Reserves and Designations	0	0
Unreserved Fund Balance	1,503,550	315,256

[Intranet Login](#)



[Home](#) : [District Info](#) : [Business Services](#) : [Budget and Salary Compensation Transparency Reporting](#) Text size: [A+](#) | [A](#) | [A-](#)
Tuesday, 2/14/2012 32°F Cloudy

[Dashboard - Guidance on Financial Best Practices-MCL 388.1622f](#)

[MI School Data Portal - Dashboard Req.E Sec.22f\(1\)\(e\)](#)

Budget and
Salary/Compensation



Transparency Reporting

Budget & Salary Compensation Transparency Reporting

Introduction - Section 18 (2) of the Public Act 94 of 1979, The State School Aid Act, has been amended, which requires each school district and intermediate school district to post certain information on its website within 30 days after a board adopts its annual operating budget or any subsequent revision to that budget. The Annual Budget and Transparency Reporting is an opportunity to communicate to our community on how we utilize the resources that are provided to us.

[Click here to view Budget & Salary Compensation Transparency Reporting website posting requirements.](#)

Budget and Salary Compensation Transparency Links

[District Expenditure Detail](#)

[Annual Operating Budget & Subsequent Revisions](#)

Additional Information

[FY 08-11 Health Insurance Bid Summary](#)

[Budget & Salary Compensation Transparency Reporting Requirements](#)

[Summary of Expenditures expressed in pie charts](#)

[List of Collective Bargaining Agreements, Health Care Plans & Audit Reports](#)

[Salary & Benefit Description of Superintendent & Employees with Salary Exceeding \\$100,000](#)

[Annual Amount Spent on Dues Paid to Associations](#)

[Annual Amount Spent on Lobbying or Lobbying Services](#)

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MI School Data



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Early Childhood
District & School Profiles
Dashboard & School Report Card
District/School Information
Student Information
Assessment Results
Staffing Information
Financial Information
Career & College Readiness
Reports/Applications
Annual Education Report
Data for Student Success (Data4ss)

Dashboard School Report Card Report Card Summary

Selected District/School/Statewide

Statewide Education Dashboard

Why it Matters?

The MI School Data Dashboard is a "one-stop shop" for data and information about Michigan's public schools, districts, and regional education agencies. This dashboard makes it easy for the public to find information about schools, and to compare one school or district to another.

This information highlights Statewide's performance in key education areas for the current or prior academic year for which data are available. Click on the links below to see more detailed information.

Student Outcomes

	Prior	Current
Third Grade Reading Proficiency	64.5%	63.2%
Student Academic Growth 3-8	15%	12.4%
Students proficient in Math and Reading 3-8	34%	32.8%
Students Proficient on MME	15.8%	17.1%
ACT Composite Score	19.3	19.3
ACT College Readiness Benchmarks	16%	17.3%
4 year Graduation Rate	75.4%	76%

School Accountability

	Prior	Current
Schools meeting federal Adequate Yearly Progress (AYP)	85.7%	79.3%

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Please download the latest version of Adobe to access the PDF reports.
The latest version can be found here: <http://get.adobe.com/reader/>



Culture of Learning

	Prior	Current
Self-Reported Bullying on School Property	N/A	24%
Free/Reduced Lunch Participation by Eligible Students	61.2%	69.1%

Value for Money

	Prior	Current
Districts with ongoing deficits for three consecutive years	13	17



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[Accessibility Policy](#) | [Privacy Policy](#) | [Link Policy](#) | [Security Policy](#)

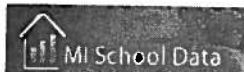
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Armada Area Schools
"Over 100 Years of Caring"

 Home Page

 Business Office



Transparency Reporting

Section 18 (2) of the Public Act 94 of 1979, The State School Aid Act, has been amended, which requires each school district and intermediate school district to post certain information on its website within 30 days after a board adopts its annual operating budget or any subsequent revision to that budget. The Annual Budget & Transparency Reporting is an opportunity to communicate our community on how we utilize the resources that are provided to us.

Budget and Salary/Compensation Transparency Reporting	
Annual Operating Budget and Subsequent Revisions	
Fiscal Year 2011-2012 Board Approved Budget	Fiscal Year 2011-2012 Board Approved Budget Amendment
Summary of Expenditures	
Fiscal Year 2010-2011 Personnel Expenditures	Fiscal Year 2010-2011 Operating Expenditures
Collective Bargaining Agreements, Health Care Plans and Audit Report	
Current Bargaining Agreements	
Bus Drivers/Cafeteria Employees 2009-2012	Secretaries Association 2009-2012
Teachers Association 2011-2013	Custodial/Maintenance Association 2009-2012
Administrators – There is no bargaining agreement for Administrators	
Employer Sponsored Health Care Plans	
MESSA Choices (Teachers)	MESSA Drug Rider (Teachers)
MESSA VSP-3 Gold (Teachers vision coverage)	Cigna Dental Plan (Custodians, Bus Drivers, Secretaries)
HealthPlus PPO (Custodians, Bus Drivers, Secretaries)	EyeMed Vision Care (Custodians, Bus Drivers, Secretaries)
SET-SEG (Administrators, Executive Secretaries)	
Long-Term Disability/Life Insurance Plans	
Bus Drivers (\$25,000)	Secretaries (\$60,000)
Bus Drivers (\$20,000)	Secretaries (\$55,000)
Custodians	Cooks
Audited Financial Statements	
2011 Final Audit	
Employee Compensation Information	
Employees with Salaries Exceeding \$100,000	
District Paid Association Dues	
Annual Amount Spent on Dues Paid to Associations	
District Paid Lobbying Costs	
Annual Amount Spent on Lobbying – The district did not spend any money on lobbying for the fiscal year ended June 2011.	

District Report Card	
Graduation and Dropout Rates	Average class size in grades Kindergarten to 3
College readiness as measured by Michigan Merit Examination test scores	MEAP scores: Middle School Elementary School

Salary information: Teachers, principals & superintendent	General fund balance
Total number of days of instruction provided - 170	

Evaluation of Instructional Employees
 The Macomb Assessment and Evaluation System
[*click here*](#)

This is all you will find in transparency reporting

2011-2012 GENERAL APPROPRIATION RESOLUTION
ORIGINAL BUDGET APPROVED BY
THE BOARD OF TRUSTEES
OF
MICHIGAN CONNECTIONS ACADEMY

The following budget was approved by the Board Members of Michigan Connections Academy during the School's May 18, 2011 board meeting:

REVENUE

Local	\$ -
Other Political Subdivision	-
State	7,559,826
Federal	766,811
Other Financing Sources	-
Total Revenue	8,326,637

EXPENDITURES

Instruction:

Basic Programs	5,307,073
Added Needs	301,823
Adult Education	-
Total Instruction	5,608,896

Support Services:

Pupil Support	147,688
Instructional Staff Support	214,136
General Administration	226,493
School Administration	931,475
Business Services	894,585
Operations and Maintenance	73,035
Transportation	-
Central Support	229,650
Other Support Services	-
Total Support Services	2,717,062

Community Services

-

Other Financing Uses

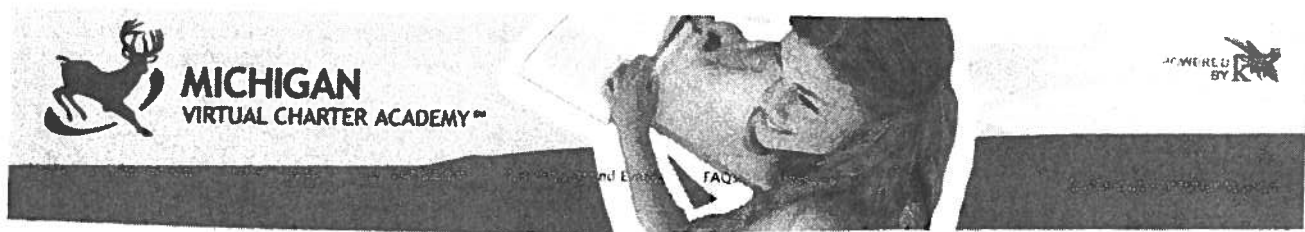
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Total Expenditures	8,325,958
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Excess Revenue(Expenditures)	679
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Fund Balance July 1, 2011	285,520
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Fund Balance June 30, 2012	286,199
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Budget and Salary/Compensation Transparency Reporting

Fiscal Year 2011–2012 Board Approved Budget

Pursuant to Michigan legislation, section MCL 388.1618, the fiscal year 2011–2012 Board approved budget for Michigan Virtual Charter Academy may be found below for public viewing. The Board approved budget adheres to the reporting guidelines defined in Section IV of the Michigan Public School Accounting Manual, subsection B.01.

[View the Fiscal Year 2011–2012 Board Approved Budget](#) for Michigan Virtual Charter Academy.

Budget and
Salary/Compensation



Transparency Reporting

Personnel Expenditures

The district hired all staff through a third party vendor and did not pay employee benefits during fiscal year ended June 2009.

Current Operating Expenditures

As a new school, Information is not currently available for Michigan Virtual Charter Academy.

Current Bargaining Agreements Expenditures

The district hired all staff through a third party vendor and did not pay employee benefits during fiscal year ended June 2009.

Employer Sponsored Health Care Plans

The district hired all staff through a third party vendor and did not pay employee benefits during fiscal year ended June 2009.

Audited Financial Statements

[Independent Auditors Report of the MVCA Financial Statements](#)

Employee Compensation Information

The district hired all staff through a third party vendor and did not pay employee benefits during fiscal year ended June 2009.

District Paid Association Dues

The district did not pay any dues to associations for the fiscal year ended June 2009.

District Paid Lobbying Costs

All lobbying services are contracted through a third party vendor and are not paid through the district.

Michigan Virtual Charter Academy

578 Front Avenue #150, Grand Rapids, MI 49504
Phone: 877.794.9422

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**2011-2012 GENERAL APPROPRIATIONS
BUDGET RESOLUTION FOR ADOPTION BY
THE BOARD OF TRUSTEES
OF
MICHIGAN VIRTUAL CHARTER ACADEMY**

RESOLVED, that this resolution shall be the general appropriations of Michigan Virtual Charter Academy for the fiscal year 2011-2012: A resolution to make appropriations; to provide for the expenditure of appropriations; and to provide for the disposition of all income received by Michigan Virtual Charter Academy.

BE IT FURTHER RESOLVED that the total revenues estimated to be available for appropriations in the general fund of Michigan Virtual Charter Academy for the fiscal year ending June 30, 2012, is as follows:

Michigan Virtual Charter Academy – FY2012

	2010-2011 Amended Budget	2011-2012 Original Budget
Revenue		
Local	-	-
Other Political Subdivision	-	-
State	\$2,656,861	\$5,361,626
Federal	\$305,000	\$381,440
Other Financing Sources	-	-
Total Revenue	\$2,961,861	\$5,743,066

BE IT FURTHER RESOLVED, that \$5,743,066 of the total available to appropriate in the general fund is hereby appropriated in the amounts and for the purposes set below:

	2010-2011 Amended Budget	2011-2012 Original Budget
Expenditures – Instruction		
Basic Instruction	\$1,742,837	\$3,122,135
Added Needs Instruction	\$91,340	\$378,417
Adult Education Instruction	-	-
Total Instruction	\$1,834,177	\$3,500,552
Expenditures – Support Services		
Pupil Support	\$108,761	\$390,125
Instructional Staff Support	\$166,978	\$154,999
General Administration	\$524,059	\$1,035,010
School Administration	\$27,960	\$72,023
Business Services	\$5,000	
Operations and Maintenance	\$67,603	\$139,452
Transportation	\$3,500	\$3,500
Central Support	\$223,823	\$447,405
Other Support	-	-
Community Services	-	-
Total Support Services	\$1,127,684	\$2,242,514

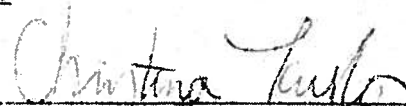
	2010-2011	2011-2012
Capital Outlay and Debt Services	Amended Budget	Original Budget
Payments to Other Gov't. Units	-	-
Facility Acquisition	-	-
Prior Period Adjustments	-	-
Debt Service	-	-
Fund Modifications	-	-
Total Capital Outlay and Debt Services	-	-
Total Expenditures	Original Budget \$2,961,861	Amended Budget \$5,743,066
Excess Revenue (Expenditures)	Original Budget	Amended Budget
Fund Balance July 1	-	-
Fund Balance June 30, 2012	Original Budget	Amended Budget
	-	-

BE IT FURTHER RESOLVED, that adopted budgets are intended to be formatted per the Michigan Department of Education Bulletin 1022 Accounting Manual Chart of Accounts, and any revision in account classification to comply with Bulletin 1022 and/or generally accepted financial reporting standards should be reflected for reporting purposes in the presentation of both the actual results and the corresponding budgets.

CERTIFICATE OF SECRETARY

I, the undersigned, being duly qualified and acting Secretary of the Board of Education of the Michigan Virtual Charter Academy, do hereby certify that the foregoing is true and complete copy of a resolution adopted by the Board of Education of the Michigan Virtual Charter Academy, at a regular meeting held on the 15th day of June 2011, the original of which is on file in the school's office, and that public meeting notice of said meeting was given pursuant to and in full compliance with Act 267, Public Acts of Michigan, 1976.

Dated this the 15th day of June, 2011


 Secretary, Board of Education
 Michigan Virtual Charter Academy

Some background info on K12 Learning

The original pitchman for K12 was William J. Bennett, the former education secretary who helped found the company in 2000. At the time, Mr. Bennett said he viewed online schools as a haven for shy children, those worried about being exposed to drugs and even those with “terrible acne.”

The company planned to sell an education package directly to parents who wanted to home-school their children. But within months, K12 had decided to tap into public education dollars.

As the company’s product has become more popular, the cost has soared.

Mr. Bennett, who left the company in 2005, originally said a home-schooling package would cost about \$1,000 per student per year. Parents who wanted teacher support would pay more.

Today, K12 receives an average of \$5,500 to \$6,000 per student from state and local governments. The schools also receive money for federal programs.

Because online schools do not collect every type of financing that goes to traditional public schools, Mr. Packard contends that his company’s schools, on a national average, cost taxpayers 40 percent less per student.

But online schools have negligible building costs and cheaper labor costs, partly because they pay teachers low wages, records and interviews show. Parents, called “learning coaches,” do much of the teaching, prompting critics to argue that states are essentially subsidizing home schooling.

Posted at 12:15 PM ET, 12/09/2011

K12 Inc. chief executive Ron Packard paid \$5 million compensation package in 2011

By Emma Brown

Ronald J. Packard, the chief executive of Herndon-based education company K12 Inc., earned a total compensation package worth \$5 million in fiscal 2011, according to an amended annual report filed Thursday with the Securities and Exchange Commission.

That’s nearly twice the \$2.67 million Packard earned in 2010. It includes \$551,000 in cash, \$4.2 million in stock awards and about \$290,000 in other compensation.

Packard’s pay reflects a new employment agreement negotiated in September 2010 and good until 2014. The company had \$522 million in revenue in 2011, up nearly 36 percent percent from the year before.

"We determined that these awards were necessary and appropriate to retain Mr. Packard as our Chief Executive Officer and in recognition of Mr. Packard's leadership and performance over the term of his employment with the Company," the filing said.

K12 Inc. is the country's largest operator of full-time public virtual schools, in which students learn at home via computer. The model is championed by some lawmakers, families and school-choice advocates, but has also come under increasing fire by critics who say it is an ineffective way to educate kids and a bad deal for taxpayers footing the bill.

The company's amended filing also lists compensation for other top executives. They did not receive base-salary increases, the filing said, "despite their excellent performance, in order to maintain an efficient cost structure in an uncertain economic environment."

Chief financial officer Harry T. Hawks earned about \$544,000 — significantly less than his 2010 package, which was worth \$1.8 million.

George B. Hughes Jr., executive vice president of school services, received \$717,000, down from \$799,000 in 2010.

Hughes's job goals, according to the filing, included "renewal of virtual school contracts, expanding our blended school programs, linking teacher pay to performance measures, improving academic performance in fully-managed schools, integrating virtual schools obtained in acquisitions and ensuring school compliance with state regulations."

Bruce J. Davis, executive vice president of worldwide business development, earned \$686,000. The company has high hopes for overseas expansion possibilities and recently bought part of a Chinese enterprise that teaches English online.

Chief marketing officer Cella M. Stokes earned \$690,000. Stokes's job goals included "developing branding strategies for our business units, improving marketing efficiency and developing our call center operations."

K12 Growth Strategy - Compare to Public School Mission statements

From the K12 2011 annual report Our Growth Strategy

We believe our strengths in developing engaging and effective curriculum and providing technology-based

services provide us with a sustainable competitive advantage to serve the increasing demands for online education. Our growth strategy consists of leveraging the investment we have already made in our curriculum

and learning system to serve adjacent markets and to diversify our risk profile. This strategy consists of the

following components:

Increase Enrollments at Existing Virtual Public Schools and Hybrid Schools. In the 2011-12 school year, we will manage virtual public schools or hybrid schools in 29 states. We plan to continue to drive increased enrollments at these schools through targeted marketing efforts and referrals. In a number of states

where we contract with virtual public schools and hybrid schools, regulations limit student enrollment or enrollment growth. We intend to work with schools, legislators, state departments of education, educators and parents to find solutions that will remove enrollment restrictions and allow access for every child.

Expand Virtual Public School and Hybrid School Presence into Additional States. The flexibility and comprehensiveness of our learning system allows us to efficiently adapt our curriculum to meet the individual educational standards of any state with minimal capital investment. We will continue to assist states in establishing virtual public schools and hybrid schools and to contract with them to provide our curriculum, online learning platform and related services.

Accelerate Sales to Schools and School Districts. We have increased our distribution capacity to schools and school districts by direct hiring of additional sales representatives, acquiring a sales team through our acquisition of KCDL and acquiring distributor relationships through our acquisition of AEC.

Compare To K12 Growth Strategy

Three samples of Public School Vision and/or Mission Statements

1. "Center Line Public Schools, in partnership with the community, will provide an exemplary education that develops adaptable, self-motivated, lifelong learners."

2. It is the vision of the Armada Area Schools to create an exemplary school district that is acknowledged for the caliber of its graduates, the quality of its staff, and the excellence of its programs.

3. COLLEGE READY

In preparation for the academic and intellectual challenges of a college education, Rochester Community Schools students will pursue the most rigorous course of study, according to their ability. Students will explore, recognize and refine their academic interests and individual talents. Students will meet college readiness standards in the core academic subjects of language arts, math, science, social studies and demonstrate proficiency in world language. Students will develop the tools of critical and creative thinking, self-reliance and motivation.

CAREER READY

Rochester Community Schools recognizes that most careers demand that students have some level of college education. Regardless of their individual academic pursuits, students will have the skills needed to seek and maintain employment. Students will develop the self-discipline and work ethic necessary to be successful in both an independent and a collaborative work environment. Students will also develop creative problem solving, verbal communications and human interaction skills in order to meet the challenges of a global, dynamic economy.

LIFE READY

Rochester Community Schools graduates will recognize that both the individual and society benefit from an informed and involved citizenry. A firm understanding of our core democratic values is necessary in order to promote and strengthen our democratic way of life. Students will become aware of cultural differences and learn to express and respect diversity of opinion in order to be successful in the world at large. To be successful in their daily lives students will be provided opportunities to develop financial, technical, healthy lifestyle and interpersonal skills.

Adopted June 28, 2010

US Military Enlistment Standards

Education

By Rod Powers, About.com Guide

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For enlistment purposes, the military breaks education into three overall categories: Tier 1, Tier 2, and Tier 3. The vast majority (over 90 percent) of all enlistments are from the Tier 1 category.

Tier I

Applicants in Tier I have a high school diploma, or at least 15 college credits. This means a high school diploma, not a GED. Depending on state law, completion of high school by home study may or may not be considered equivalent to a high school diploma.

Tier II

Tier II includes GEDs, home study (in some states), Certificate of Attendance, Alternative/Continuation High School, Correspondence School Diplomas, and Occupational Program Certificate (Vo/Tech). The services limit the number of Tier II candidates it will allow to enlist each year.

In the Air Force, the limit is less than one percent each year. In such cases, the applicant must score a minimum of 50 on the AFQT to qualify (Note: The "AFQT" is the overall [ASVAB score](#)).

The Army will allow up to 10 percent each year to be Tier II candidates, but they must score a minimum of 50 on the AFQT.

The Marines will only allow about 5 percent each year to be Tier II, and the Navy about 10 percent. Like the Army and Air Force, Tier II recruits must score a minimum of 50 on the AFQT to qualify.

The Coast Guard only accepts Tier 2 candidates if they have prior military service, and even then requires them to score higher on the AFQT (50 for prior Coast Guard Service, 65 for prior service in other branches).

Tier III

Individuals who are not attending high school and are neither high school graduates nor alternative credential holders. The services almost never accept a Tier 3 candidate for enlistment. If you fall into this category, your best bet is to get at least 15 college credits, so that you will be qualified as Tier I.

